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## U.S. MILITARY SPOUSES BECOME LEAN, MEAN REALTOR® MARKETING MACHINES

**WESTLAKE VILLAGE, Calif. – October 10, 2002** – REALTOR.com®, RUSSEK Communications and Staffcentrix today launched a pilot program designed to help real estate professionals to maximize their Internet marketing programs – and do their part for the country.

The companies have identified and trained virtual assistants, including spouses of U.S. military service personnel, in Internet marketing and specifically in REALTOR.com's® online advertising products. These virtual assistants are now available to help busy real estate professionals with their online marketing tasks.

According to the National Association of REALTORS® *Member Profile 2001*, 14 percent of its REALTOR® members have office assistants. A virtual assistant (or "VA") is similar to an office assistant except that they perform tasks remotely using the Internet, phone, and fax. Because they do not require extra space in the office and do not adhere to an ordinary schedule, VAs offer real estate professionals with increased flexibility at a lower cost than traditional assistants.

Selected participants in Staffcentrix's Military Spouse Virtual Assistant (MSVA) program have been trained on REALTOR.com® online media products. Because military families tend to move frequently, military spouses are excellent virtual assistant candidates. Programs like MSVA help the U.S. military to retain vital personnel by providing spouses with a 'portable career' as virtual assistants. These programs provide military spouses with skills and clients they can move easily from one base to another without sacrificing stability.

"Top producing real estate professionals are great candidates to hire virtual assistants to handle their Internet marketing tasks," said Allan Dalton, REALTOR.com's® President. "By using a VA to handle the mechanics of their online marketing, real estate professionals will be able to focus on what they do best—listing and selling— while still getting the most from their online investments."

"The use of virtual assistants is an emerging trend in the real estate industry. The Realtor.com program, which helps professionals work less and earn more, is significant and a win for all involved, especially at this time when our military can use all the support we can give them," said Michael Russer, (a.k.a. industry speaker and columnist Mr. Internet®), RUSSEK Communications' CEO.

To inquire about how you can employ a virtual assistant go to: <http://imarketing.realtor.com>.

### **ABOUT REALTOR.COM®**

REALTOR.com®, operated by Homestore, Inc., is the official Web site of the National Association of REALTORS®. Ranked as the No. 1 homes-for-sale site, REALTOR.com® currently offers potential homebuyers more than 2.2 million homes listed for sale as well as the most brokers and agents to contact. The site also provides home sellers with the Internet's largest marketplace to reach millions of potential buyers.

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